
DRAFT VERSION OF A BROCHURE FOR THE PUBLIC:

YOU AND THE XANADU* NETWORK

Ted Nelson, CEO

*Xanadu World Publishing Repository
3020 Bridgeway #295, Sausalito CA 94965
Tel. 415/ 331-442, Fax 415/ 332-0136*

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ONE SIMPLE IDEA

There are many views of just what tomorrow's electronic media will be, and how they will reach the consumer. The Xanadu plan proposes a single unified world of data to which everyone will have point-and-click access-- from whatever computer, videogame or multimedia player they want to use.

Think of it as a *real* data bank. Just as you put your money in a bank for safekeeping, you can put your data on the Xanadu network for safekeeping. But just as your money can earn interest in a bank, your data can make money too-- if anybody wants pieces of it, they buy it from the network, and you get paid. You get paid even if other people use parts of it in their work, so we think we've cleaned up the copyright problem for computer networks. (See below for details.)

On the Xanadu network, any object may quote from any other, since the material quoted is bought from the original publisher at

the time of delivery. We think this cleans up a lot of the copyright problem.

Besides what individuals and publishers put in, new forms of interconnection and quotation are possible, creating a new world of metamedia objects.

If you are an *AUTHOR or ARTIST*--

You can make your work available with very little difficulty-- whether it's poetry or a novel, photography or music or movies, or some new medium you yourself have invented. As long as it's digital, you can publish it yourself on Xanadu. You can publish it yourself on the network at a small cost (depending on the medium and how much computer space it takes). Or you can give the publishing job that to someone else. (There are some good possible reasons for this.)

Once your materials are on the network, anyone with a modem can buy a copy-- and make connections to it that make it even more useful for others.

Each time material from your document or object is bought by anybody, you can get a small royalty on that fragment, depending on the arrangement with your publisher.

If you would like to *READ, ROAM, EXPLORE* and *EXPERIENCE*--

All you will need will be your computer (or expandable video game), a modem, and a Xanadu exploration program. And a Xanadu account, which you can start up with any Xanadu service provider.

Different service providers will offer different conveniences. One may be near your house. Another may offer better prices or a special deal you like. Many will be on the Internet. But as soon as you connect to one service provider, YOU HAVE ACCESS TO WHAT'S ON ALL OF THEM.

Now, starting anywhere, you can point and click, sending for text, graphics, music and audio, photographs, movies, and

everything else in the ever-expanding world of Xanadu literature.

You pay for whatever is sent for you. But you need only buy a little at a time, and you know some things about an object in advance-- there will be information as to author, type, price of a document. There will also be reviews by others. There will also be electronic "dust jackets," advertising summaries with quotations prepared by the publishers themselves.

A user may simultaneously read and publish, like users on electronic forums. But in our system there are no boundaries to forums or discussion groups, and royalty is built in, and links among documents are part of the docuverse.

If you are a *PUBLISHER*--

What is a publisher? Many people are confused about this issue.

A publisher is the person or company that sticks his, her or its neck out, taking responsibility for the contents of the published material. (That means possible lawsuit or criminal prosecution, for there are many laws about publication.)

In the paper world, the publisher often arranges for the production of a work, and then arranges for its manufacture (as a book or other physical object) and for the distribution. In return, the publisher makes the profits, if any. (But most books are not profitable.)

It is similar in the Xanadu world. The publisher is the person or company that signs the deal with a Xanadu service provider.

The publisher also must see to publicizing the document; just as placing a book in the bookstore does not guarantee that people will hear about it, placing it on the Xanadu network makes it available-- but not known.

THE PUBLICATION CONTRACT

Just as a paper publisher contracts with a printer, a Xanadu publisher contracts with a Xanadu service provider. There is a formal contract, arranging payment for the storage and other aspects.

If you are the publisher, you are responsible for avoiding publishing material you do not own or that violates the law or the rights of others, who may sue you.

As a publisher, you agree to abide by the laws (see our preliminary pamphlet on this subject, and then your lawyer); you agree to pay in advance for at least three years' storage of your material in three places for safety; and you agree not to challenge those who make links or transclusions (quotation pointers) to your document.

If you are the publisher, you get to decide the amount of royalty, and you receive whatever royalties are paid by users of your document on the network; you must then distribute these royalties to participating authors or others with whom you have made payment commitments.

If you or your Company would like to be a *SERVICE PROVIDER--*

Like the proprietor of a McDonald's or other successful franchise, the Xanadu service provider sacrifices independence of style for participation in a proven, successful operation.

The Xanadu network will have many service providers of all kinds and sizes, ranging from individuals publishing the work of a small town or neighborhood to huge telephone companies. There will be many ways to participate and many ways to compete or find a particular niche in the market. (For instance, we expect many service providers to be printing companies whose existing customers may want to use Xanadu electronic publishing.)

All supply the same basic service. All Xanadu service providers will use a common system of software and supply material on request by users, forming one great common pool.

To become a service provider, you contact the Xanadu licensing organization in your region (which may be a Xanadu licensing organization for your whole country).

Requirements: enough working capital to operate a node and intercommunicate. Equipment for a small node could cost as little as ten thousand dollars. Equipment for a big Xanadu server

exchange could run into tens of millions of dollars. There is room for all in the one system of common service.

HOW IT WORKS IN DETAIL

Think of the Xanadu network as a single place for storing and publishing electronic documents and selling digital objects with interconnections-- and new objects made from them.

The Xanadu Network is not physically connected, but an affiliation of centers whose server computers behave as a single entity, using the Xanadu Publication Method. These are run by companies and individuals who choose to be service providers using the shared method.

ALL MATERIAL IS ONE

All the contents on all the Xanadu storage servers act as a single pool. You can send for any part of any document, or link to or quote any part of any document.

THE REQUESTS FAN OUT--

Users ask for pieces of documents and objects. A request is received by the user's session node, which fans it out to wherever the material is.

-- AND THE PAYMENTS COME BACK

The user's payment is correspondingly sent to those publishers involved with the transaction.

Note that The Xanadu Network is not yet in operation, but there are no longer any obstacles, either technically or legally, to beginning, and we hope to get going soon.

The idea of the Xanadu Network has been around a long time; it's a simple idea, but one which has been technically difficult to get going. But it's finally on the way.